

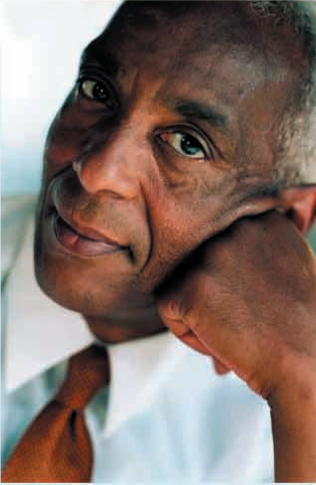
*Scientifically Validated Tools and Technologies That Make
Significant Improvements in Executive Health and Performance.*



The High Performance Executive

Personal Training and Health Assessment Program



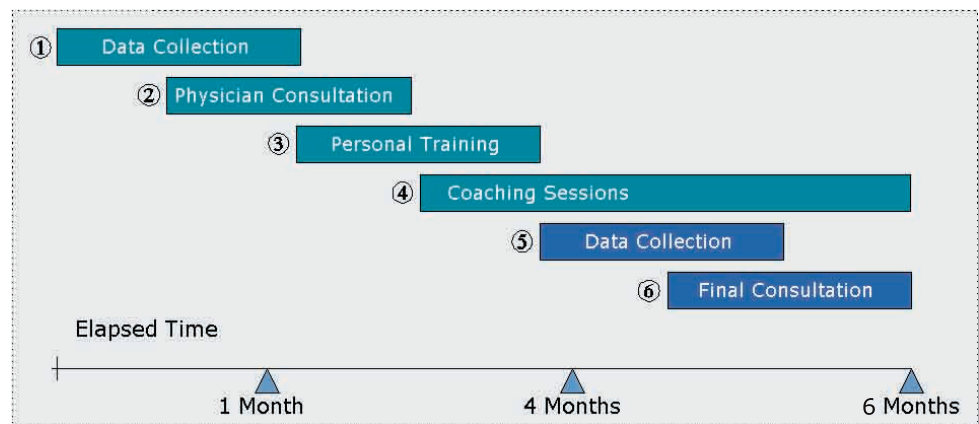


The High Performance Executive Program 6 step - 6 month process

"The High Performance Executive Program is a powerful, state-of-the-art risk prediction and personal training program for insuring greater and more sustained health. It targets the critical needs of executives who work under enormous pressure running complex organizations."

Bruce Wilson MD

Chairman, Board of Directors,
Heart Hospital of Milwaukee,
Former Director, University of
Pittsburgh Heart Institute



"As an executive in a company at the forefront of today's accelerating, technical world, I found the HeartMath tools very effective for controlling stress and improving communication, problem solving, focus and productivity. I've found it as useful in handling major situations as it is in getting volumes of paperwork done or discriminating finer priorities. The increased coherence enables you to sustain a certain "flow," operating on a wider bandwidth where small stuff doesn't bother you. I find it easier to understand many angles at once including appreciating the value of your people."

I suspect this would have a significant impact on safety as well by improving focus and engagement and reducing the stress reactions that can divert attention and care."

VP Aerospace Mechanical Manufacturing
Fortune 500 Company

The Global Executive's Health and Performance Challenge

Great performance *with* excellent health

Executives face increasing pressure to perform at the highest levels. They must work long hours, travel constantly, make the best decisions and effectively guide their organizations through times of unprecedented change. It is increasingly important that executives are able to sustain high levels of performance without compromising good health. Advanced prediction of risk with effective avoidance strategies is also critical for maintaining both their health and leadership capacity.

Program Background

With more than a decade of leadership in performance-based training and assessment, HeartMath has developed an innovative and meticulously tested High Performance Executive Program that combines its advanced research, proven techniques and innovative technology, providing executives with improved personal health and business performance.

Cutting Edge Risk Assessments

Using advanced health assessment measures not available in traditional health risk assessments, you will be provided with new information regarding your short and long-term health – information essential for maintaining optimal performance -- while learning tools and techniques to boost your business performance and leadership skill.

Physician Consultation

A HeartMath physician will consult with you about your pre and post data and oversee the entire process.

Personal Training

The power of this program is in the private training you will receive over six (or twelve) months, based on HeartMath's proven *Inner Quality Management®* system, recently featured in *Harvard Business Review*.

"Being at the vortex of the high-tech industry is very stressful. Using HeartMath techniques has literally added ten years to my life."

Patricia Seybold
CEO, Patricia Seybold
Group





"Like many organizations, the organization I work for is performance driven – it's data driven – and people like to see the proof that something works. HeartMath gives you that proof."

Chris Roythorne, M.D.,
VP, Health, BP

Program Benefits

These benefits have been proven in studies with more than 200 executives at BP, Shell, Unilever, and Motorola, and include dramatic improvements in blood pressure and cardiovascular health.

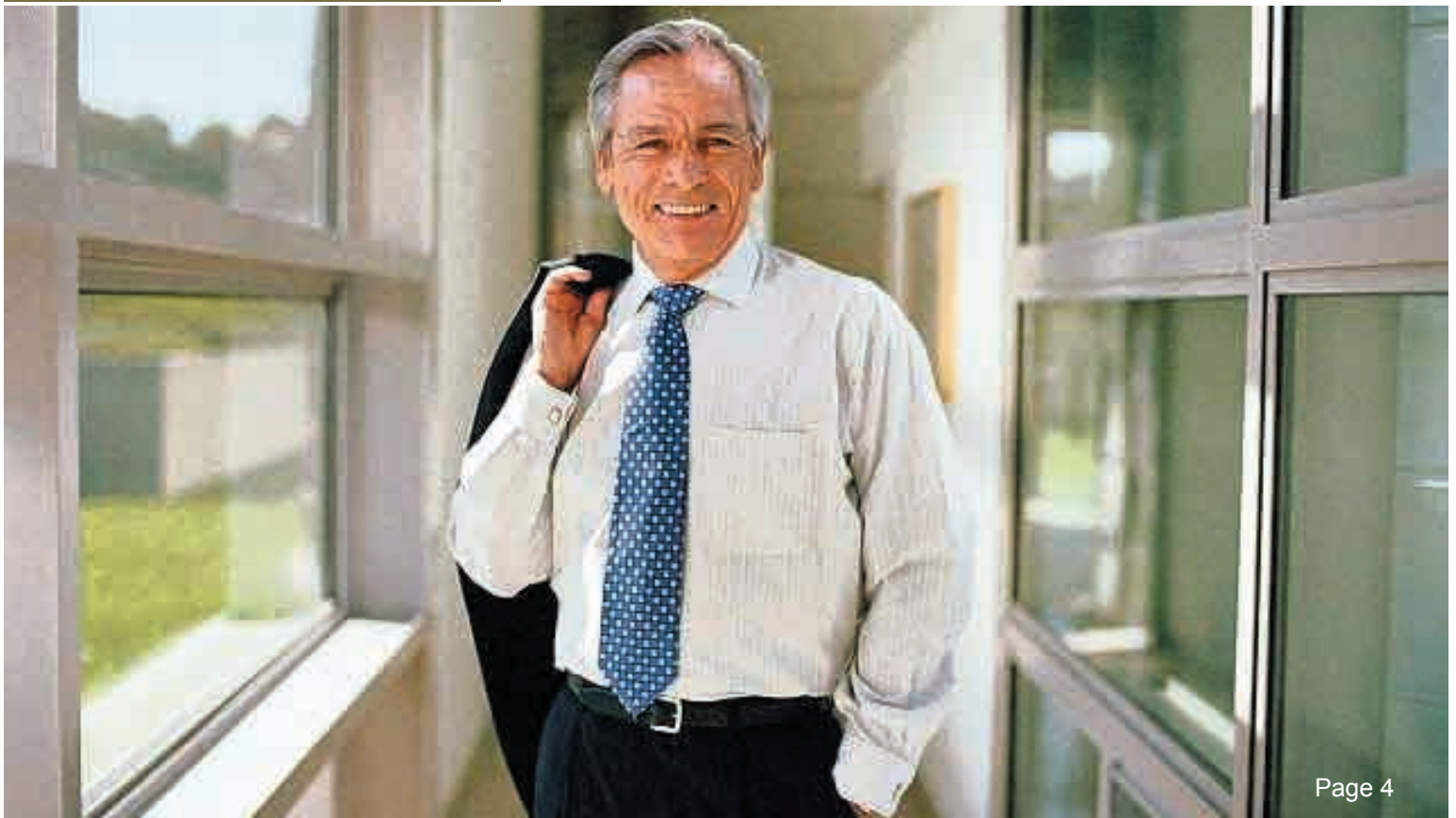
Business Benefits:

- Increased perceptual clarity and accuracy
- Enhanced decision-making
- Reduced decision-making fatigue
- Increased emotional balance
- Enhanced ability to see the "big picture"
- Improved work/life balance
- Increased ability to respond quickly and dynamically to challenges

Stress Reduction Health Benefits:

- Increased stamina, vitality and resilience
- Improved cardiovascular function
- Improved blood pressure
- Improved nervous system synchronization
- Improved immune function
- Improved hormonal balance
- Effective stress reduction

The entire HeartMath High Performance Executive program will be conducted at your location. We recognize the importance of your time so we have made the process as convenient and efficient as possible.





Step 1: Data Collection - Your Health Assessment

As part of the training process, HeartMath researchers and physicians, using proprietary assessment methods, will analyze and evaluate your health risk in five ways. The training you receive will seek improvements in any measures indicating risk.

a. Autonomic Assessment Report – This advanced Heart Rate Variability analysis provides an in-depth analysis of nervous system function and balance. This is an important measure of risk assessment, indicates physiological aging and stress-induced physiological exhaustion, and measures the nervous system rhythms that control sleep and many other health and performance indicators.

b. Arterial Elasticity – An innovative advancement in cardiovascular health is done by measuring the stiffness of blood vessels. Clinical investigators have been able to identify a reduction in arterial elasticity in patients without evidence of traditional risk factors, suggesting the early presence of vascular disease.

c. Adrenal Stress Index – Measures the levels and rhythms of two key adrenal hormones: cortisol, the stress hormone, and DHEA, the anti-aging hormone. Adrenal rhythm can influence many key functions of the body, some of which are: energy production, muscle and joint function, bone health, immune system health, sleep quality, skin regeneration, thyroid function, etc. The DHEA/cortisol ratio is a key indicator of physiological stress. (Previous studies have demonstrated improvement in this critical ratio through practice of the HeartMath techniques.)

d. S-IgA (Secretory Immunoglobulin A) – S-IgA is the immune system's first line of defense against pathogens. Short and long-term stress is known to suppress the immune response in the lungs, throat, urinary and intestinal tract. With the reduction in the antibody secretory IgA, the resistance to infection is reduced. (Previous studies have demonstrated improvement in this critical immune system marker through practice of the HeartMath techniques.)

"The HeartMath programs have enabled our leaders to sustain peak performance, to manage more efficiently in a changing environment, and to maintain a work/life balance.... I believe without HeartMath, we could not have reached our potential."

Tom Wright
COO

Delnor-Community Hospital
Geneva, IL





e. Personal and Organizational Quality Assessment (POQA)

The POQA is a broad-based psychometric instrument designed to measure key elements of individual effectiveness. This assessment tool includes measures of psychological health resilience, stress symptoms, emotional competencies, and work performance.

Step 2. Physician Consultation

Upon completion of the data analysis you will be provided with a comprehensive report. Additionally, you will be provided a consultative session by phone with a HeartMath physician who will review and explain your report and make suggestions on how you can improve your health, with recommendations for your personal training focus.

Step 3. Your Personal Performance Program

HeartMath Inner Quality Management programs have been conducted for thousands of executives in hundreds of organizations around the world. These science-based programs are designed to improve individual and organizational performance while simultaneously reducing the effects of workplace stress. HeartMath programs have been shown, through numerous case studies in Global 500 companies, to positively impact key performance indicators and business outcomes.

After receiving your first health assessment report from a HeartMath physician, a senior HeartMath consultant will provide you with a one-day personalized in-person training. During this learning session you will receive compelling information on the physiology of high performance as well as learn key tools for increasing business effectiveness and improving health.

"The global need for leadership wisdom and balance is on the minds and in the conversations of most executives here in Washington. Clearly, this change needs to start with the individual. Of all the tools, methods and learning programs I've come across for leaders, HeartMath's blend of science and advanced leadership skills is most effective, developing new intelligence for solving new problems. My personal experience has been life-changing."

Bob Morgan

President
Bottom Line Partners,
McLean, VA





“HeartMath’s Inner Quality Management system has provided ideal and simple tools for the internal transformation within our people. The results speak for themselves. Our airline, Cathay Pacific, now prides itself on delivering an individual style of service, straight from the heart. This has resulted in consistently being rated as having the best in-flight service in the world.”

Peter Buecking

Director, Sales and Marketing
Cathay Pacific Airways Ltd.

The program includes:

- Exercises on identifying key drivers of performance
- The science of nervous system synchronization, hormonal balance and performance
- An understanding of the importance of heart/brain communication and cognitive function
- Instruction on how to achieve “coherence” emotionally, mentally and physically
- Four HeartMath techniques for reducing stress and improving decision-making, communication, problem-solving and focus
- Instructional coaching with the award-winning Freeze-Framer® software learning system

Step 4. Executive phone coaching

Over the remainder of the six (or twelve) months you will receive monthly telephone consultations to coach you in applying the tools to current situations, deal with particular challenges that arise, and anchor the learning.

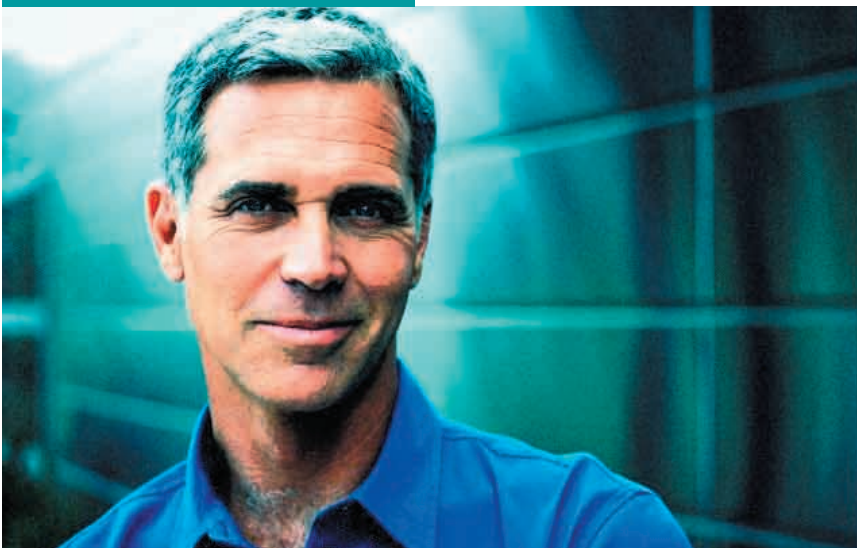
Step 5: Data Collection

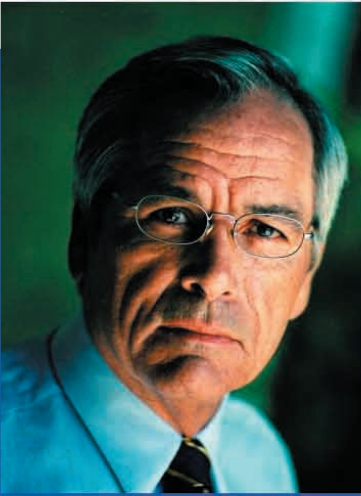
Approximately three months after your first assessment you will be tested again to assess your progress.

Step 6: Final Physician Consultation

You will receive an analysis report and a physician consultation will take place to review the improvements you made since your initial assessments, explain the health significance, and to recommend an ongoing practice regime that fits your lifestyle and health needs.

Note: All health-related information is strictly confidential and will be made available only to HeartMath researchers and physicians.





Our organizational clients include Bank of Montreal, Boeing, BP, Cisco Systems, Hewlett-Packard, Motorola, Shell, Unilever, United Technologies, The World Bank and the Stanford Executive Program.

Monitoring Your Progress

A key factor in the program's effectiveness is the award-winning Freeze-Framer® software/hardware technology, HeartMath's patented, interactive learning system and heart rhythm monitor. You will learn how to reduce stress and improve energy and health every day with this unique heart rhythm monitoring system. By applying HeartMath techniques, you will be able to change your physiology on demand – from a disordered and chaotic state to an ordered and coherent one. This will have a dynamic effect on your mental clarity, creativity, insight, and stress levels – key factors in determining your performance. With the Freeze-Framer, you will watch these changes occur in real time, providing an exceptional training tool for achieving your health and performance goals. Features of the Freeze-Framer System include a multimedia tutorial with guided sessions, multiple challenge levels, and fun interactive games.

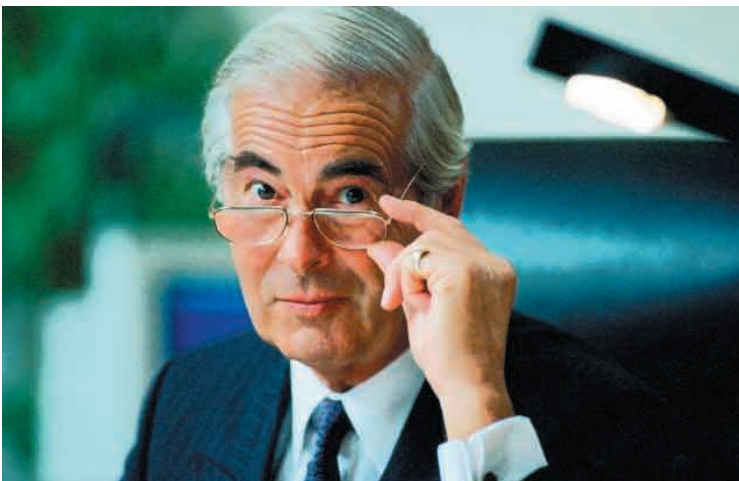
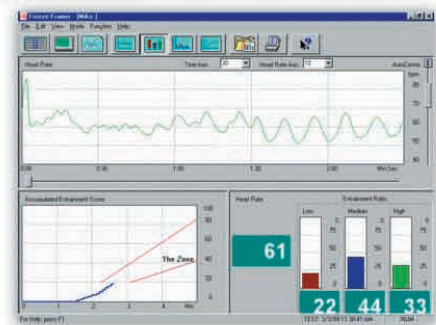
Contact us for more information or to arrange for a private phone consultation or web-based presentation for you or your team:

Email us at: exec@heartmath.com

Or call: 831.338.8700 or 800.450.9111



Freeze-Framer Technology





"The HeartMath program has allowed me to easily de-stress myself amidst the numerous challenges and opportunities that are part of any leader's daily regimen. Since the HeartMath training, I find I can respond to the deluge of demands and priorities with more focus and near absence of agitation, and therefore far more readily make well-reasoned, thoughtful decisions."

Jack Peterson,
VP Performance
Improvement & Organization
Development Services
Sierra Providence Hospital
Network (a Tenet Hospital)

Who We Are

HeartMath is an innovative human performance consulting firm dedicated to improving the performance and health of both individuals and organizations.

Our programs have been used by over 100,000 executives, managers, staff, physicians, educators, health professionals, athletic coaches and trainers, as well as individuals interested in improving their performance, health and well-being.

Media coverage on HeartMath includes feature stories in *Harvard Business Review*, *Wall Street Journal*, *New York Times*, *Business 2.0*, *CNN*, *ABC World News Tonight*, *ABC Good Morning America*, and *Industry Week*.

HeartMath's research has been published in peer-reviewed journals such as *The American Journal of Cardiology*, *Stress Medicine*, and *Journal of Advancement in Medicine*.

HeartMath

14700 West Park Ave. Boulder Creek, California 95006

Phone: 831.338.8700 or 800.450.9111

Web site: <http://www.heartmath.com/business/leadership.html>

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